

Rep Order# 9782476
EC'd Yes

Ver# 3
Status Revised

Traffic Order# 31215
Printed: 08/03/2012 11:50 AM
Last Received: 08/03/2012 10:26 AM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WWSB-TV SARASOTA,FL
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1549
Buyer Katie Keuleman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1549
Flight Dates 08/04/2012 - 08/17/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILIPPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---
OBAMA FOR AMERICA - FLIGHT C *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---
PGM CHANGES FOR LN 5 8/9, 8/16 SHOWN ON LNS 7,8
REVISED PGM ON LN 6
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	*5	TH	9P-10P	GREY'S ANATOMY [MADE-GOOD BY LINE(S) 7 8] V3 Effective Dates Changed	:30	\$1,100.00	08/09-08/16	0	0	0	\$0.00	
	*7	TH	9P-10P	WIPEOUT Sales Remark: V3 MG FOR LN 5 1X 8/9 [MKGD FOR SPOTS MISSED ON LN #5: 8/09(1/WK)] V3 Added	:30	\$1,100.00	08/09-08/09	1	1	1	\$1,100.00	
	*8	TH	9P-10P	TIME MACHINE CHEF Sales Remark: V3 MG FOR LN 5 1X 8/16 [MKGD FOR SPOTS MISSED ON LN #5: 8/16(1/WK)] V3 Added	:30	\$1,100.00	08/16-08/16	1	1	1	\$1,100.00	
	*6	SU	8P-9P	SECRET MILLIONAIRE Sales Remark: V3 REVISED PGM V3 Program Name Change, Comment Changed	:30	\$1,400.00	08/05-08/12	1	2	2	\$2,800.00	

Station WWSB-TV SARASOTA,FL
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1549
Buyer Katie Keuleman
Phone#
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3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1549
Flight Dates 08/04/2012 - 08/17/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILIPPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

---REPORT TOTALS---

Report Totals: 4 / \$5,000.00

---SALES MONTHLY TOTALS---

Aug 12: 20 / \$12,200.00

Sales Totals: 20 / \$12,200.00

Station Totals: 20 / \$12,200.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$412,162	CABL 0%	UNKN 0%	WBSV 1%	WFIA 17%	WFTS 20%
		WTOG 2%	WTSP 26%	WTTA 2%	WTVT 25%	WWSB 2%
Books	null					
Demos	RA35+					

Rep Order# 9782162
EC'd No

Ver# 1
Status New

Traffic Order#

Printed: 08/02/2012 3:34 PM
Last Received: 08/02/2012 2:21 PM
Showing Buylines: All Lines

1 of 2

Station WWSB-TV SARASOTA,FL
Advertiser () POLITICAL ISSUE GROU
Product AMER FOR PROSPERITY
Estimate# 1867
Buyer ELISE CLOYD
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //1867
Flight Dates 08/28/2012 - 09/03/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILIPPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---
AMERICANS FOR PROSPERITY *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---
NEW AFP ORDER
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	1	TU-F	6A-7A	NEWS	:30	\$250.00	08/28-08/31	3	1	3	\$750.00	
	2	TU-F	6P-630P	NEWS	:30	\$750.00	08/28-08/31	3	1	3	\$2,250.00	
	3	SA	630P-7P	NEWS	:30	\$425.00	09/01-09/01	1	1	1	\$425.00	
	4	SU	630P-7P	NEWS	:30	\$425.00	09/02-09/02	1	1	1	\$425.00	
	5	M	6A-7A	NEWS	:30	\$250.00	09/03-09/03	1	1	1	\$250.00	
	6	M	6P-630P	NEWS	:30	\$750.00	09/03-09/03	1	1	1	\$750.00	

---REPORT TOTALS---
Report Totals: 10 / \$4,850.00

---SALES MONTHLY TOTALS---
Sep 12: 10 / \$4,850.00

EC'd No Last Received: 08/02/2012 2:21 PM Showing Buylines: All Lines

Station WWSB-TV SARASOTA,FL
 Advertiser () POLITICAL ISSUE GROU
 Product AMER FOR PROSPERITY
 Estimate# 1867
 Buyer ELISE CLOYD
 Phone#
 Fax#

Agency () MENTZER MEDIA SERVICES
 600 FAIRMOUNT AVE, SUITE 306
 TOWSON, MD 21286
 Agency C/P1/P2/E //1867
 Flight Dates 08/28/2012 - 09/03/2012
 Hiatus Weeks

Rep Firm
 Sales Office () WASHINGTON
 Salesperson () BRAD PHILIPPS
 Salesperson Phone# 202-955-5342
 Salesperson FAX# 202-955-5348

Sales Totals: 10 / \$4,850.00
 Station Totals: 10 / \$4,850.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$161,667	CABL 0%	UNKN 0%	WBSV 0%	WFLA 30%	WFTS 15%
		WTOG 0%	WTSP 31%	WTTA 0%	WTVT 21%	WWSB 3%

Books null
 Demos RA50+

CONTRACT



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

<u>Contract / Revision</u> 31225 /		<u>Alt. Order #</u> 09782162
<u>Product</u> 1867/AMER FOR PROSPERITY		
<u>Contract Dates</u> 08/28/12 - 09/03/12		<u>Est. #</u> 1867
<u>Advertiser</u> AMERICANS FOR PROSPERITY		<u>Original Date / Revision</u> 08/03/12 / 08/03/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WWSB	<u>Account Executive</u> BRAD PHILLIPS	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>IDB#</u> 8021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE
SUITE 306
TOWSON, MD 21286

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	7	08/28/12	08/31/12	ABC 7 Sunrise News @	6a-7a		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	-TWTF--				3	\$250.00			
N 2	7	08/28/12	08/31/12	ABC 7 News at 6p	6-630p		:30			NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	-TWTF--				3	\$750.00			
N 3	7	09/01/12	09/01/12	ABC 7 Sat News at 6p	630-7p		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	-----S-				1	\$425.00			
N 4	7	09/02/12	09/02/12	ABC 7 Sun News at 6p	630-7p		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	-----S				1	\$425.00			
N 5	7	09/03/12	09/03/12	ABC 7 Sunrise News @	6a-7a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	M-----				1	\$250.00			
N 6	7	09/03/12	09/03/12	ABC 7 News at 6p	6-630p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	M-----				1	\$750.00			
Totals											10	\$4,850.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/03/12	10	\$4,850.00	\$4,122.50
Totals	10	\$4,850.00	\$4,122.50

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.